
FIERCE, ISAKOWITZ & BLALOCK

A Government Relations Consulting Firm

September 17, 2010

VIA ECFS

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: MB Docket No. 10-71

Dear Ms. Dortch:

On September 16, 2010, John Erickson, Executive Chairman of Retirement Living, Brad Siegel, Vice Chairman of GMC, Richard Waysdorf, SVP of Starz Entertainment, and I, on behalf of the American Television Alliance, met with Bill Lake, Robert Ratcliffe, Mary Beth Murphy, Stephen Broeckaert, Nancy Murphy, Diana Sokolow, David Konczal, Rebecca Hanson, Kris Monteith of the Media Bureau to discuss the impact of the retransmission consent rules on independent programmers.

We explained that independent programmers provide the public with diverse programming choices often not offered by the major broadcast conglomerates. We also discussed how retransmission consent and bundling practices take away both money and shelf space from independent programmers. Lastly, we urged the Commission to act upon the petition filed by a broad alliance of stakeholders and reexamine and update its retransmission consent rules.

Please contact the undersigned if you have any questions.

Sincerely,

/s/ Mark Isakowitz